

**AGENDA MEMO**

**CITY COUNCIL MEETING DATE: JANUARY 17, 2007**

**DEPARTMENT: PLANNING AND DEVELOPMENT**

**ITEM DESCRIPTION: SDR-17312 - APPLICANT: DÉJÀ VU'S LITTLE DARLINGS -  
OWNER: ARTHUR G. AND JEAN M. GRANT**

---

**\*\* CONDITIONS \*\***

Staff recommends DENIAL. The Planning Commission (5-0 vote) recommends APPROVAL, subject to:

**Planning and Development**

1. This approval shall be void two years from the date of final approval, unless a building permit has been issued for the principal building on the site. An Extension of Time may be filed for consideration by the City of Las Vegas.
2. All development shall be in conformance with the site plan, and sign elevations date stamped 10/3/06, except as amended by conditions herein.
3. All City Code requirements and design standards of all City Departments must be satisfied, except as modified herein.

**Public Works**

4. The proposed freestanding sign shall not be located within the public right-of-way or interfere with Site Visibility Restriction Zones. The billboard base shall not be located within existing or proposed public sewer or drainage easements.

**\*\* STAFF REPORT \*\***

**PROJECT DESCRIPTION**

The project is a request for a Site Development Plan Review for a proposed 80-foot high 2,470 square-foot freestanding sign on 2.46 acres at 1508 Western Avenue, between Interstate 15 and Western Avenue. A companion Variance (VAR-17871) shall be considered with this application.

**BACKGROUND INFORMATION**

<i><b>Related Relevant City Actions by P&amp;D, Fire, Bldg., etc.</b></i>	
12/21/06	The Planning Commission recommended approval of companion item VAR-17871 concurrently with this application.  The Planning Commission voted 5-0 to recommend APPROVAL (PC Agenda Item #36/ja).
<i><b>Pre-Application Meeting</b></i>	
09/20/06	A Pre-application meeting was held with the applicant. The applicant was informed of the Title 19 – Section 19.14.060 sign regulations related to sign quantity, area, height, setbacks, and separation.
<i><b>Neighborhood Meeting</b></i>	
A neighborhood meeting was not held for this type of application nor is one required.	

<i><b>Details of Application Request</b></i>	
<i><b>Site Area</b></i>	
Gross Acres	2.46 acres

<b>Surrounding Property</b>	<b>Existing Land Use</b>	<b>Planned Land Use</b>	<b>Existing Zoning</b>
Subject Property	Sexually Oriented Business	LI/R (Light Industrial/Research)	M (Industrial)
North	Commercial Industrial	C (Commercial)	M (Industrial)
South	Commercial Industrial	C (Commercial)	M (Industrial)
East	Commercial Industrial	C (Commercial) and LI/R (Light Industrial/Research)	M (Industrial)
West	Commercial Industrial	C (Commercial)	M (Industrial)

<b><i>Special Districts/Zones</i></b>	<b><i>Yes</i></b>	<b><i>No</i></b>	<b><i>Compliance</i></b>
<b>Special Purpose and Overlay Districts</b>			
A-O (Airport Overlay) District	Y		Y
Revitalization Area	Y		Y
<b>Trails</b>		N	Y
<b>Rural Preservation Overlay District</b>		N	Y
<b>Development Impact Notification Assessment</b>		N	Y
<b>Project of Regional Significance</b>		N	Y

## DEVELOPMENT STANDARDS

<b>Freestanding Signs: [type in sign reference]</b>				
<b>Standards</b>	<b>Ratio</b>	<b>Allowed</b>	<b>Provided</b>	<b>Compliance</b>
Maximum Number	1 sign / 200 Lineal feet of Street frontage	1 sign	1 sign	Y
Maximum Area	2 SF of sign area /lineal foot of Street frontage	720 SF	2,470 SF	N
Maximum Height	40 Feet (maximum 30-feet above nearest elevated freeway near proposed freestanding sign)		80 Feet (I-15 Highway is elevated 50- feet above project site)	Y
Minimum Setback	5 Feet		5 Feet	Y
Illumination	200 feet from single- family residential		N/A	N/A

## ANALYSIS

The project request is for the removal of an existing 55-foot tall double face freestanding sign with electric matrix display and construction of a new double face freestanding 80-foot high illumination and pylon sign with video display. The new sign will serve to advertise the location of a sexually oriented business at the subject property.

Development surrounding the project site includes commercial and light industrial uses to the south, east, and north, and Interstate Highway 15 (I-15) to the west. Other existing signage on-site includes an 85-foot tall double face approximately 20-feet by 40-feet commercial billboard near the southwest corner of the property; and illuminated wall, roof, and awning signage.

- General Plan/Zoning

The General Plan land use category for the project site is LI/R (Light Industrial/Research) and is situated within a designated revitalization area. Additionally, the site is within the M (Industrial) zone and freestanding signage is permitted within this zone classification.

- Site Plan

The freestanding sign will be located within a paved surface parking lot near the southern property line and within 100 feet of the Interstate 15 (I-15) corridor. An approximately 85 foot tall billboard located east of the I-15 highway and west of the proposed sign location exists on the project site. The proposed sign will be installed more than 100 feet (measured on center) from the billboard as required per Title 19 signage distance separation requirements. All other existing signage for the sexually oriented business was reviewed for conformance to current Title 19 Sign Standards. Scaled plans of all existing signage was requested of the applicant by Planning staff however a complete set of drawings was not submitted for review. Staff estimated that current signage complies with Title 19 sign standards.

- Sign Elevation

The sign would be a freestanding illuminated display constructed of metal and with pylon cover featuring neon and incandescent lighting, video screen, and open pan channel lettering. The sign will be 80-feet high installed approximately 100 feet east of an elevated state public right-of-way. Which (I-15) rises approximately 50-feet above the adjacent surface parking lot. Title 19 – Section 19.14 Sign Standards permits the construction of freestanding signage within 200 feet of the right-of-way line of an elevated freeway or highway to which it is oriented, and may be erected up to 30 feet above the elevation of an elevated freeway or highway nearest the sign.

## FINDINGS

In order to approve a Site Development Plan application, per Title 19.18.050 the Planning Commission and/or City Council must affirm the following:

- 1. The proposed development is compatible with adjacent development and development in the area;**

The proposed sign is a permitted use within the industrial zone district.

2. **The proposed development is consistent with the General Plan, this Title, the Design Standards Manual, the Landscape, Wall and Buffer Standards, and other duly-adopted city plans, policies and standards;**

The proposed sign is consistent with the General Plan land use and Title 19 Sign Standards.

3. **Site access and circulation do not negatively impact adjacent roadways or neighborhood traffic;**

The project will not adversely affect street operations on Western Avenue.

4. **Building and landscape materials are appropriate for the area and for the City;**

The sign structure is designed to complement the existing sexually oriented business and will utilize materials that will provide structural stability.

5. **Building elevations, design characteristics and other architectural and aesthetic features are not unsightly, undesirable, or obnoxious in appearance; create an orderly and aesthetically pleasing environment; and are harmonious and compatible with development in the area;**

The architectural design of the structure will blend well with the exterior building design as well as with surrounding uses by utilizing modern design elements.

6. **Appropriate measures are taken to secure and protect the public health, safety and general welfare.**

Implementation of the proposed project will not result in substantial risk to human health and public safety.

## **NEIGHBORHOOD ASSOCIATIONS NOTIFIED**

17

**ASSEMBLY DISTRICT** 9

**SENATE DISTRICT** 10

**NOTICES MAILED** 111 by Planning and Development Dept

**APPROVALS** 0

**PROTESTS** 2